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## **FORBES.COM PRESENTS “INTELLIGENT INVESTING”**

### **New Site Section Provides Unprecedented Access To The Best Minds In Business**

**New York, NY (Monday, October 20, 2008)** – Forbes.com, home page for the world’s business leaders, has launched *Intelligent Investing*, a new section of the site that provides groundbreaking analysis and insight about the current economic and business climate. The new section, available at [www.forbes.com/intelligentinvesting](http://www.forbes.com/intelligentinvesting), is sponsored by Zurich Financial Services, one of the world’s and North America’s largest property-casualty insurance companies.

One feature of the section is a show called *Intelligent Investing with Steve Forbes*, where he interviews the best minds in business, including Mort Zuckerman, Alan “Ace” Greenberg, T. Boone Pickens and Jack Bogle, among others. The show is complemented daily by related conversations, editorial features and panels with prominent industry leaders, Forbes journalists, and experts on the markets and the economy.

“Intelligent Investing uses the power of the Web to engage our audience with the savviest minds in business on topics that resonate from Wall Street to Main Street,” said Forbes Chairman, CEO and Editor-In-Chief Steve Forbes. “Nowhere else will you find such ready wisdom – distilled into an easily-accessed, multimedia package – than on Forbes.com, the world’s leading business journalism site.”

Each week Steve Forbes will host a thoughtful, long-form interview with influential and insightful guests that will include the best market strategists, forecasters and money managers from Wall Street and beyond.

The video interviews are searchable via a scrolling transcript of each discussion. Visitors also have access to a detailed “Briefing Book” that Forbes journalists put together about every guest. The online, downloadable book also contains the text of Steve’s provocative introductory monologue to each program.

Each day, members of the All-Star Forbes Investor Team – including Liz Ann Sonders, chief investment strategist for Charles Schwab, and legendary investment manager Gary Shilling – participate in panel discussions about markets and the economy. And Forbes.com readers will be privy to their uninhibited discussions.

“Steve Forbes will be picking the minds of some of the smartest investors on the planet, and Forbes.com users will have unparalleled access to that insight and wisdom, plus much more, in our new Intelligent Investing section,” said Forbes.com Editor Paul Maidment.

### **About Forbes.com**

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